

Professional Introductions & Elevator Pitches

Your professional introduction or elevator pitch is an introduction used when meeting someone new at a career fair, employer event, or conference. It is typically around 30-60 seconds and contains information about your background, qualifications, and skills. The professional introduction is a first impression-keep it brief, then shift the focus to the person you're meeting. A professional introduction includes:

- Your full name (if the person doesn't know you)
- Major and year in school
- Relevant skills, strengths, and experiences
- An engaging question to initiate conversation

Example 1

"Hello, my name is Cindy Qu. I'm a senior double majoring in marketing and finance. This past fall, I interned at a local real estate agency, focusing on translating data into social media communications. I was excited to see that you're attending our career fair and was hoping you could share more about how data intersects with communications at your firm."

Example 2

"Hello, I'm Devonte Smith. I am a junior majoring in economics and one of the Mitchell Ambassadors. A highlight of my time here at USA has been mentoring new Mitchell College Ambassadors. After listening to your 2nd Story presentation today, I was hoping you could share more details about the mentoring program your corporation offers new employees."

Example 3

"Thank you for being on campus for the 2nd Story session today. My name is Shannon Crown, and I am a junior in majoring in accounting. I worked with MCOB's VITA program this spring, preparing tax returns for limited-income families, which was an experience I really valued. I am interested in hearing more about how you've been able to engage with the community throughout your time at Target."